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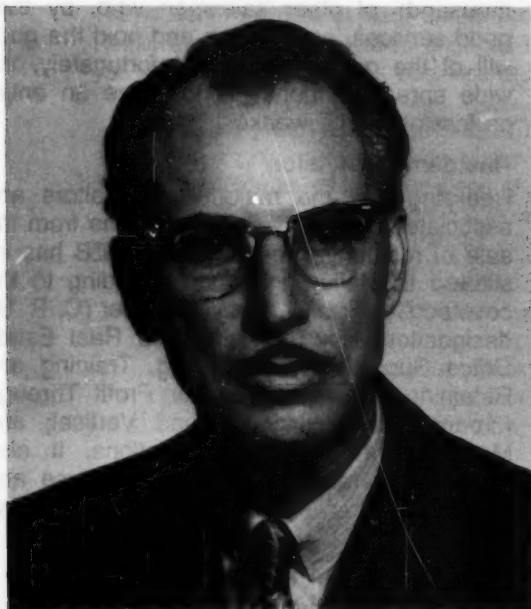
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nireb article index 1968-1972



# THE NATIONAL INSTITUTE OF REAL ESTATE BROKERS of the National Association of Real Estate Boards



**Realtor Art S. Leitch, C.R.B.,  
1972 President**

You are now holding one of the more important NIREB membership services . . . the **real estate today NIREB article Index**. NIREB has now reached a membership total of 20,000, highest ever, testifying to the ever-growing popularity and importance to the individual of our excellent Membership Services.

Largest of the Institutes affiliated with The National Association of Real Estate Boards is **THE NATIONAL INSTITUTE OF REAL ESTATE BROKERS**. NIREB is more competent than ever to direct its programs toward the objectives enunciated when the Institute was founded in 1923:

. . . To distribute information, knowledge and data essential to real estate brokerage.

. . . To establish cooperation among brokers and salesmen engaged in buying, selling,

trading, leasing, renting, or otherwise disposing of real estate for the account of others.

. . . To foster among members cooperation in the exchange of listings, in serving clients, and in the interchange of experiences and proper procedure.

. . . To develop sound, prudent and ethical practice.

. . . To promote the welfare of its members and to advance their standing as Realtors and Sales Associates.

Membership in NIREB places 49 years of organizational experience in real estate education at your command.

Since the Institute's only reason for being is to help you and your associates equip yourselves to succeed in a changing, complex, space-oriented, computerized world, you will find no better source of real estate knowledge. NIREB exists solely for the expansion of knowledge and improvement of services of Realtors and their associates. There are no sidelines to divert its interests and energies.

Recognizing that most of today's dynamic knowledge has been developed in the last 20 years and that colleges and universities produce millions of sophisticated graduates each year, NIREB gears itself fully to assist you in meeting this challenge of our time — through continuing real estate education.

Membership in the National Institute of Real Estate Brokers is open to any individual who: (a) holds a membership in good standing in a member board or state association of the National Association of Real Estate Boards as a Broker or Sales Associate; or (b) holds, and remains in good standing in an individual membership in NAREB; or (c) is an associate of a Realtor member of a local board which,

by resolution, does not allow the general admission of sales associates to membership.

One of the marks of professional men is that they work closely with others in the same field of activity. They have common goals and standards to which they pledge their utmost allegiance. They give and take with each other, being as much interested in the prestige of their group as they are in their personal achievements.

For example, the reputable physician belongs to the American Medical Association. He works in harmony with other physicians. The lawyers, too, are bound together by common interests. They often turn to each other for help in solving a particular legal problem. Without cooperation, professional men could not win public respect and confidence.

The same is true of real estate men. They are engaged in activities which when well performed, are beneficial to the public welfare. It is no longer feasible for anyone to engage successfully in the business of real estate unless he is willing to share with others. The Realtor has sought and won public recognition as an expert in land utilization. An exchange of ideas and cooperation with others is assured through the broker's membership in his local board, his state association, The National Association of Real Estate Boards, and its Institutes, Societies and Councils.

Not unlike other professions, there are still a few individuals in the real estate field, or hanging on the fringe of it, who do not always abide by the rules. They may be guilty of practices which damage their own reputation and that of the profession to which they claim to belong. An increasingly sophisticated public is placing its trust in the Realtor whose service reflects professionalism and use of the most current knowledge available and ignoring those brokers whose methods and practices are obsolete and whose occupational behavior may be questionable.

The salesman who expects to devote his life to real estate must recognize his obligations as a professional man. He can never afford to forget that he must stand or fall along with thousands of other salesmen who, by their good services, seek to win and hold the good will of the general public. Unfortunately, the wide spread tendency is to judge an entire profession by its weakest member.

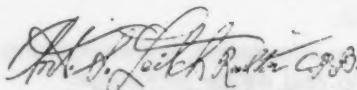
#### **Residential Division**

Realizing that the majority of Realtors and associates derive their major income from the sale of residential real estate. NIREB has instituted the following courses leading to the coveted Certified Residential Broker (C. R. B.) designation: How to Manage a Real Estate Office Successfully; Obtaining, Training and Retaining Salesmen; Greater Profit Through Expansion — Horizontal and Vertical; and Management and Communications. It also offers a Guaranteed Sales Plan course and has on the drawing boards one other course leading to the C. R. B. designation.

#### **Commercial and Investment Division**

Membership in the Commercial and Investment Division offers access to an intensive educational program of fact-filled courses and seminars. With you in mind, the Commercial and Investment Division has scheduled investment courses and commercial brokerage courses wherever the need exists throughout the United States. These courses include: Introduction of Commercial and Investment Real Estate; Commercial Property Courses I and II; and Investment Property Courses I and II and lead to the coveted Certified Commercial-Investment Member (C. C. I. M.) designation.

Sincerely,



Art S. Leitch, C.R.B., President

# You're a member of NAREB. . . Now it's time to join NIREB

The National Institute of Real Estate Brokers is the educational arm of NAREB for Realtors and sales associates engaged in real estate brokerage. Its goal is to help you achieve success in the business of real estate.

**We're your higher education.** Do you want to know about syndication, guaranteed sales, commercial and investment property? We can help you to enlarge the scope of your business by introducing you to those areas about which you're unfamiliar. For we offer 14 courses in more than 100 presentations across the country each year.

**NIREB awards two specialist designations** — The C.R.B. (Certified Residential Broker) and C.C.I.M. (Certified Commercial-Investment Member). These represent years of experience and specialized study and, to your clients and prospects, are the hallmarks of reputable service. NIREB promotes its designees through advertising campaigns in the national media, marketing their talents to the greatest client potential.

**"real estate today"** is NIREB's professional magazine that's sent bi-monthly to all members. The current issue features articles on the subjects of "Women in Real Estate" — "Condominium Conversion: How to Convert, How to Sell" — "City Planners" — "Syndication: A Review of 1971; Marketing; The Land."

And the newsletter, **nirebnow**, puts you in touch with some 19,000 other Realtors and sales associates, informing you of their activities in real estate and their communities. They even share their more successful ideas in a feature-length how-to column.

**All NIREB training materials** — books, manuals, sales aid pamphlets, forms, tape cassettes, films, slide presentations, and a testing program for sales personnel — are specially-priced for NIREB members.

**Membership in NIREB is open to all Realtors and associates** who are members of the National Association of Real Estate Boards or maintain membership in a local real estate board. In instances where the local board doesn't have an associate membership status, a current Realtor NIREB member may enroll his associates as new members.

## NATIONAL INSTITUTE OF REAL ESTATE BROKERS

of the National Association of Real Estate Boards  
155 E. Superior St., Chicago, Illinois 60611

# Yours with NIREB membership:



## JOIN TODAY . . . AND BELONG!

NIREB consists of two divisions:  
the Residential Division, and  
the Commercial and Investment Division.  
You may choose to join  
either division or both divisions.

- ☐ \$35 for one year's dues in both NIREB's Residential Division and Commercial and Investment Division
- ☐ \$30 for one year's dues in NIREB's Commercial and Investment Division only
- ☐ \$30 for one year's dues in NIREB's Residential Division only.

Please bill me in the amount of \$\_\_\_\_\_.  
I enclose payment in the amount of \$\_\_\_\_\_.  
(Of dues, \$10 is for a 1-year subscription to  
"Real Estate Today" and \$6 is for a 1-year  
subscription to "NIREBnow")

Name of applicant \_\_\_\_\_

Firm name \_\_\_\_\_

Address \_\_\_\_\_ (home or firm)

City, state and zip \_\_\_\_\_

Member of \_\_\_\_\_ (indicate real estate board affiliation)

Sponsored by \_\_\_\_\_ (if applicable)

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STATE NO. \_\_\_\_\_

LOCAL BOARD NO. \_\_\_\_\_

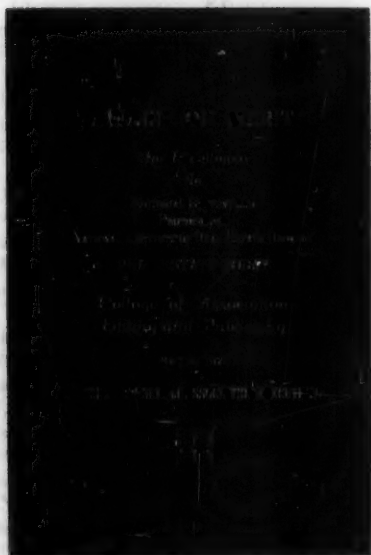
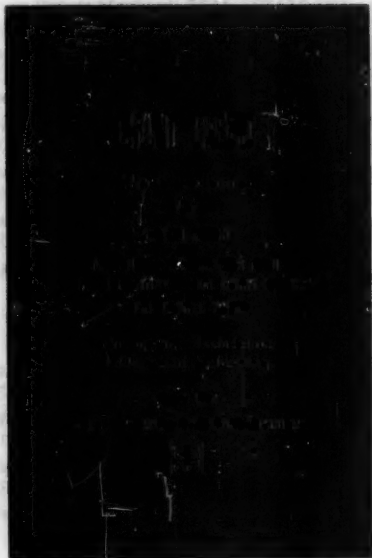
1. **Real Estate Today** is a bi-monthly, Realtor-written professional magazine with articles that can mean dollars to you. Included each year are 4 bound-in divisional reports for the members of the Residential and Commercial-Investment Divisions.
2. **Nirebnow** is a newsletter for and about the membership. Each bi-monthly issue features a full-length column with practical ideas contributed by NIREB members.
3. The **Membership Roster** lists all NIREB members by real estate board affiliation and is handy for client referrals.
4. The new **NIREB Education Calendar** helps you keep tabs on each of the 104 NIREB course presentations offered each year across the country.
5. The **Catalog of Real Estate Materials** presents a wide range of real estate training and sales aids — including the newest audio-visuals — at reduced member prices, with savings up to 50% over non-member prices.

## membership requirements

(a) holds membership in good standing in a member board or state association of the National Association of Real Estate Boards as a Broker or Sales Associate; or (b) holds, and remains in good standing in an individual membership in NAREB; or (c) is an associate of a Realtor member of a local board or state association which, by resolution, does not allow the general admission of sales associates to membership.

## REAL ESTATE TODAY

### The Professional Real Estate Magazine



It was academy awards night for *real estate today*, NIREB's publication. It received four national awards for editorial content and graphics, presented by the American Society of Association Executives during an editorial conference in May, which more than 100 association editors and publishers attended.

*real estate today* swept the field, receiving the Grand Awards in the magazine category for "Promotion of the Association's Image" and "General Layout" as well as Awards of Merit for "Excellence in Editorial Content" and "Excellence in Photography."

Like academy award winners, the awards presented to *real estate today* were earned by a team. The list includes, but is not limited to, the Realtors and sales associates who have willingly spent their time, money and energies to set their thoughts and real estate experiences on paper for publication; NIREB's membership team whose enthusiastic approach to promotion of the Institute makes NIREB programs and services, including its publishing efforts, possible; NIREB's editorial committee chaired in 1971 by Realtor Ira Gribin, Sherman Oaks, California, when the format was changed to its present size, and in 1972 by Realtor William Patterson, Wilmington, Delaware; and the NIREB editorial staff.

Recognition of a job well done by experts in the field of publishing is a great honor to the magazine and to NIREB. It proves NIREB's leadership in the association field by its decision to give members the best magazine possible, with top editorial content and graphics. Perhaps the most gratifying award was that of "Promotion of the Association's Image." This was made possible through the total NIREB team spirit of its members, committees and staff.

# REAL ESTATE TODAY

## NIREB ARTICLE INDEX 1968-1972

### Table of Contents

SUBJECT	PAGE
Advertising .....	7
Agency .....	7
Appraising .....	7
Auctioning .....	7
Closing .....	7
Commercial and Investment Property .....	7
Communication .....	8
Computers .....	8
Condominium and Apartment Buildings .....	8
Corporate Transfers .....	8
Exchanging .....	8
Farm Property .....	8
Feasibility Reports .....	9
Financing .....	9
Franchising .....	9
Future of Real Estate .....	9
Guaranteed Sales Plan .....	9
Industrial Property .....	10
Investment .....	10
Land Development .....	10
Leases and Leasing .....	10
Listing .....	11
Management Services .....	11
Mobile Homes .....	11
Modular Housing .....	11
Motivation .....	11
Office Centers .....	12
Office Management .....	12
Offices — Design .....	13
Offices — Location .....	13
Ownership, Forms of .....	13
Planning .....	13
Presenting the Offer .....	13
Professionalism .....	13
Public Relations .....	13
Qualifying the Buyer .....	14
Real Estate as an Investment .....	14
Realtor-Lawyer Relations .....	14
Referrals .....	14
Rehabilitation .....	14
Residential Property .....	14
Salesmanship .....	14
Salesmen — Compensation .....	14
Salesmen — Recruiting, Selecting & Training .....	14
Selling .....	15
Shopping Centers .....	16
Taxes .....	16
Urban Affairs .....	16
Vacation Homes .....	16
Visual Aids .....	16
Zoning .....	16

## ADVERTISING

**A Look at Television**, by Realtor Dennis S. Wagner, DIVISION REPORT, November 1969, p. 25.

**A Radio Call-In Program That Answers Questions, Sell Homes and Promotes Realtors!**, by Realtor Gene Schloemer and Realtor Robert Manhard, REAL ESTATE TODAY, October 1970, pp. 53-54.

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**To The Highest Bidder**, by Irving B. Rosen, REAL ESTATE TODAY, January 1972, pp. 15-18.

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